

1 I know that the Commission is anxious to
2 hear from you, so I'm going to stop right now and ask
3 the first speaker with the magic numbers if they would
4 come up to the podiums, one at mic one, and one at mic
5 two. And let me remind you that your time that you
6 use to associate yourself with organizations is being
7 deducted from your two minutes, so you might keep that
8 in mind as you go. Alright. We will start with mic
9 one.

10 MR. POLASKI: Thank you. Art Polaski from
11 the California Labor Federation representing some two
12 million workers in the State of California, many from
13 Los Angeles, San Diego, Oakland, San Francisco, Fresno
14 unable to speak to you tonight, and we ask you to
15 expand these hearings so they too can share their
16 concerns to you.

17 (Applause.)

18 I understand that Commissioner Copps
19 indicated earlier a concern about the question about
20 whether or not we allow the market forces to dictate
21 how local programming happens. We're from California.
22 Welcome to California, where the FERC, your fellow

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1 commission, said let's let the market forces allow
2 energy prices to dictate. And what happened in
3 California was the bankruptcy of this state, was the
4 bankruptcy of our budget and our homes, and many of
5 our businesses. Don't allow this to happen again. We
6 must regulate local accountability.

7 I want to give you one expression of
8 concern, and that is the issue of health care. We
9 have on the ballot Prop 72 this November, which is
10 revolutionary in a sense. It will be the first time
11 voters get a chance to vote for health care for
12 working families. But corporations will invest some
13 15 and 20 million dollars in advertisements to
14 dissuade voters from supporting this important health
15 care legislation. They will, in fact, lie to voters.
16 We know what they'll say. They'll lie to voters about
17 this, and there's nothing that we can do to match
18 their money contributions to advertising on
19 broadcasting, because we won't be able to keep up.
20 And there won't be any regulation of the
21 misinformation they give to voters, but yet we'll ask
22 voters to try to make a sensible choice on this. And

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1 it will be impossible unless we have some regulation
2 of information to voters through local broadcasting.
3 And we ask you to be sure that we're allowed to do
4 that. Thank you very much.

5 MS. DAVIS: Microphone number two.

6 MS. PARENTI: Good evening. My name is
7 Orionna Parenti. I wish to address the consolidation
8 of media as the co-opting of democracy by corporate
9 interests. Democracy is what corporations want people
10 to believe it is. They define it for us in the news.
11 For-profit interests want us to believe that freedom
12 is the ability to consume as we choose. News stories
13 are measured on the scale of corporate profit, and do
14 not serve the people's interest.

15 The news consistently reports positive for
16 corporations as positives for the people. This
17 corrupting of perspectives to serve corporate rather
18 than community interests characterizes the examples
19 that I will now give.

20 First, the jobs reported are paying an
21 increasingly lower living wage than in the past. This
22 trend is not reported. Low wage temporary jobs, which

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1 deny benefits, may be good for corporations, but they
2 are not good for people or for families. This is not
3 reported when job rates are painted rosy.

4 Next, we commonly hear that there are not
5 enough teachers. Why do we not hear then that
6 corporations are paying less and less of the federal
7 tax burden from which schools are largely funded?
8 Why do we not hear that the families who are working
9 harder for less are contributing a greater and greater
10 proportion of the federal tax burden, yet receiving
11 fewer and fewer public services? Where is that story?

12 There are many other stories that I would
13 like to share, and I have submitted this in writing.
14 I'd like to conclude by saying that the FCC right now
15 is in a dangerous position of being identified as a
16 captured organization. Thank you very much.

17 MS. DAVIS: Thank you. We appreciate it.
18 Can I please ask the speakers if they would identify
19 the community where they're from, as well as their
20 names. Thank you.

21 MR. JOHNSON: My name is Tyler Johnson,
22 and I'm from Pacific Grove. And I'd like to start

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1 with a bit of a public confession. I've just learned
2 that the FCC only has five members. Is that true?

3 COMMISSIONER ABERNATHY: Yes.

4 MR. JOHNSON: I know there's been a lot of
5 critique tonight about large media outlets, and I'm
6 just wondering about a critique of a system that tries
7 to vote on behalf of millions of people in this
8 country that only has five members. I mean, if we're
9 consistently saying the opposite of what the FCC is
10 voting for, what's the possibility of restructuring,
11 for example not just our media outlets, but the FCC
12 itself? That's a question.

13 MS. DAVIS: But your time is going. Would
14 you finish your time, please.

15 MR. JOHNSON: Yes. That's a question.

16 MS. DAVIS: You're done?

17 MR. JOHNSON: Yes.

18 MS. DAVIS: Okay. Thank you very much.
19 Would anyone on the panel like to address that.

20 COMMISSIONER ADELSTEIN: That would be up
21 to Congress. We obviously can't restructure
22 ourselves. We exist pursuant to laws and statutes, so

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1 if Congress wanted to restructure us, and they have -
2 there used to be 7 members and they cut it down to 5 -
3 they could make it 20 or 100, or whatever they want.
4 It's up to Congress, not us.

5 MS. DAVIS: Thank you very much.
6 Microphone number two.

7 MR. GALLAGHER: Hello.

8 MS. DAVIS: Hello.

9 MR. GALLAGHER: Thank you, Commissioners.
10 My name is Colin Gallagher. I'm Board Representative
11 for Service Employees International Union, Local 817.
12 I have submitted an extensive technical comment to the
13 FCC Commissioners in writing, and by e-mail today.
14 Instead of repeating it here, allow me to provide a
15 general perspective, if I may, which I will call the
16 two feet of social change. One foot is charity, the
17 other foot is the means for preventing the need for
18 charity.

19 A brief story. A man sees a body floating
20 down a river. He buries it. He sees another body.
21 He also buries that body, but he doesn't look where
22 are these bodies coming from. How did they get there?

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1 You cannot make localism real. You cannot achieve the
2 social change that accompanies localism without
3 walking forward. And you cannot walk forward without
4 two feet, those two feet of social change.

5 I ask you, the Commissioners and members
6 of the public, to consider the need for both of these
7 feet in social change. I thank you for the
8 opportunity to speak before you, and to provide
9 comment. Thank you.

10 MS. DAVIS: Thank you. Microphone number
11 one.

12 MS. FINELAND: Thank you for having this
13 public session. My name is Marcia Fineland, and I'm
14 the Peace and Freedom Party candidate for U.S. Senate
15 in California in November. Now I didn't come here to
16 complain about the fact that you'll probably never see
17 me on the media, because I probably have just as much
18 right as any other candidate to spend millions of
19 dollars on 10-second sound bites. I came here to ask
20 you to give us some real news, so that voters can make
21 some intelligent decisions, and so that as citizens we
22 can act in our own interest in this country, and in

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1 this state.

2 Now one of the problems is that there's
3 not enough local coverage, but there isn't even
4 coverage of things that happen in California, except
5 for the comings and goings of our celebrity governor.
6 You know, in November, there are going to be 14
7 propositions on the ballot. And you are not
8 going to hear much about any of them except the ones
9 that you hear of because of advertising.

10 You heard from Mr. Pulaski, and I think it
11 bears repeating. Now, proposition 72 is perfect. It
12 doesn't provide for universal health care. But the
13 state legislature actually passed a bill which would
14 provide health care for employees of companies that
15 have more than 20 employees.

16 Now, the biggest campaign contributors for
17 this referendum, which means we have to pass it again
18 at the ballot box, the biggest campaign contributors
19 for no 172; that is, no health care for employees, are
20 the fast food industry.

21 You would think the global fast food chain
22 is going to say on the radio and on the television

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1 "Vote against this because we don't want to give our
2 employees health care."

3 They're not going to say that. They're
4 going to say, "We're citizens for something good" or
5 "We're citizens against something bad. And we don't
6 want to put your corner flower seller out of
7 business."

8 That's what you're going to hear. We're
9 not going to get real news. We're not going to get
10 real discussion. We're not going to get real analysis
11 because our public airwaves that belong to us are
12 bought and paid for, bought and sold to the highest
13 bidder. It's time for us to own our airwaves.

14 (Applause.)

15 MS. DAVIS: Thank you.

16 Microphone number two, please. Yes,
17 please?

18 MR. PAPPAS: I appreciate the passion that
19 I have heard here, but I think that all of us do want
20 a discourse here where we truly try to shed light on
21 things, instead of heat. (Audience shouting.) Isn't
22 that interesting?

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1 And I think -- that's all right. What I
2 love about this country is that you're entitled to
3 speak that way. But what I also love about this
4 country is that we believe that the truth should fall
5 where it may. And the truth is that most broadcasters
6 here and in this date and -- (Audience shouting.)

7 MS. DAVIS: Mr. Pappas, if I
8 might?

9 MR. PAPPAS: The fact -- I'm going to try
10 and finish.

11 MS. DAVIS: They have waited about three
12 hours.

13 MR. PAPPAS: Well, the fact is that the
14 broadcasters do carry news about the proposition and
15 about the candidate.

16 MS. DAVIS: Thank you, Mr. Pappas.
17 We'll move back to the public mics now, if we might.

18 (Applause.)

19 MS. DAVIS: Microphone number two.

20 MR. HIGGINS: You know, I brought a book
21 with me just in case it got boring, and I have not
22 cracked it in the past four hours. So thanks for a

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1 very interesting evening.

2 (Laughter.)

3 MR. HIGGINS: I'm John Higgins. I teach
4 at Menlo College in Atherton, California, media
5 studies. I am also president of the board of
6 directors of the San Francisco Community Television
7 Corporation that is a nonprofit organization that
8 operates public access channels and facilities in San
9 Francisco. We are a volunteer group on the board
10 there.

11 I am just thinking personally 30 years ago
12 I was working at a commercial radio station and I was
13 volunteering at a community-based grass roots radio
14 station. It was real easy then to see one as evil,
15 but I had to earn a paycheck. And the other one was
16 good and light.

17 It was actually the general manager of
18 that commercial radio station that helped me see it
19 not as "either/or" but as "and/but" and that there was
20 room and, in fact, need for both of them on those
21 radio dials.

22 It was hard to see then, but this

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1 "and/also" is something I think that we're missing in
2 a lot of our public policy and some the allocation
3 space.

4 He said we need them both, but he also
5 believed in localism and local identities. He was one
6 of those people, radio was in his blood from birth.
7 He believed in things like the fairness doctrine
8 because he said that it helped even the playing field
9 for those broadcasters that really wanted to serve
10 their community.

11 And he said there were an awful lot of
12 scurrilous broadcasters who weren't in it for that.
13 And as soon as that was dropped, he was a little
14 saddened by all of that, the loss of local news and
15 information.

16 Recently I saw him. And he was getting
17 out of radio because the recent corporatization had
18 stolen the soul of radio in his mind: no localism, no
19 local news. Hell, you couldn't even get the local
20 time. You knew how many minutes after the hour, but
21 what hour is it?

22 (Laughter.)

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1 MR. HIGGINS: So that's part one in a
2 26-second. Part one is please restore these basic
3 regulations of localism and community needs and public
4 interest, which actually means public good and not
5 what the public might be interested in that particular
6 day.

7 And the add more part of that, which he
8 gave to me is that -- let's add more. Let's take that
9 model of local franchising that public access gives
10 and apply it to ten percent of every media, broadband,
11 satellite, everything, and add more.

12 Thank you very much.

13 MS. DAVIS: Thank you.

14 (Applause.)

15 MS. DAVIS: Thank you.

16 Microphone one.

17 MR. PERLSTEIN: Good evening, panel. My
18 name is Jeff Perlstein. I'm the Executive Director of
19 Media Alliance.

20 (Applause.)

21 MR. PERLSTEIN: We work in concert with a
22 host of organizations here in California. We have

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1 been doing this for 28 years now. And we have been
2 working in a variety of ways for a more diverse, just,
3 and accountable media system that is responsive to the
4 needs and concerns of local communities.

5 We have been very involved in this issue
6 for the last several years. I am very proud to say
7 that we were one of the lead plaintiffs in the court
8 case that rejected Chairman Powell's awful rules from
9 last year and sent them back to you, the FCC, to
10 rewrite them.

11 (Applause.)

12 MR. PERLSTEIN: I'm also proud to say that
13 we convened a really unprecedented and packed hearing
14 last year on those rules where over 650 people,
15 unfortunately -- in some ways it was unfortunate -- it
16 was an unofficial hearing because the three
17 Republicans and the chairman refused to come and make
18 it an official hearing.

19 So we do want to thank you all for having
20 an official hearing, although we think this is
21 completely inadequate since it's the only one on the
22 entire West Coast. We want to thank you for coming

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1 today to hear what we have to say.

2 I actually want to address the rest of my
3 comments to the audience and the people listening at
4 home. And, of course, I hope that you all will
5 listen.

6 (Laughter.)

7 MR. PERLSTEIN: Since the FCC is charged
8 with regulating the public airwaves, the ones that we
9 all own, in our interest, we hope that you will really
10 act more significantly to do that job.

11 But we are not going to wait for you to do
12 that, see. It is really up to all of us, the people
13 here in this room, who are listening on the air, the
14 millions of people who weighed in last year and helped
15 to overturn those rules, to make the significant
16 change that we need in our media system. It is the
17 only way that significant change has ever happened in
18 our society or any other society. We really look
19 forward to working with all of you in the future on
20 that.

21 Let me rattle off some quickly. We need
22 more teeth in the license renewal process so there is

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1 more accountability to local communities. We need the
2 fairness doctrine reinstated so that there is equal
3 response time for controversial opinions, whether you
4 like them or not, in public space.

5 (Applause.)

6 MR. PERLSTEIN: We need more public
7 affairs in prime time. And we need rent for these
8 airwaves that are ours that they're using to make
9 billions of dollars.

10 (Applause.)

11 MS. DAVIS: Thank you. Microphone number
12 two.

13 MS. KELLEHER: My name is Lindsay
14 Kelleher. I have been working in both the radio and
15 television industries for over ten years now. And I
16 think it is important to remember that the main goal
17 of the major media is that control of most of the
18 airwaves are in the goal to stay in business, and that
19 means that they're in the goal to make money.

20 That money comes from corporate
21 advertising. Those corporate interests lobby the
22 government. The government also spends money on

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1 advertising. How do we get local information, freedom
2 of information, free local ideas on our airwaves?
3 Localism requires accountability.

4 I feel as though I'm a bit preaching to
5 the choir here. I wish I was addressing Chairman
6 Powell because many of the ideas that we have heard
7 tonight already express what we are already thinking.

8 The important thing is that the FCC needs
9 to both create and uphold regulations, not just create
10 them but also uphold them, to make sure that there is
11 freedom of access to the airwaves for the local and
12 prime time, for local ideas, for political ideas that
13 may not have the money to purchase this type of
14 advertising.

15 No more media by the rich for the rich.

16 Thank you.

17 MS. DAVIS: Thank you.

18 (Applause.)

19 Microphone one.

20 MR. O'DONOGHUE: My name is Liam

21 O'Donoghue.

22 One of the questions that you want us to

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1 ask on this card is, are the segments of the local
2 communities being served by the media today? I am
3 part of an organization called Indy Media.

4 (Applause.)

5 MR. O'DONOGHUE: We have Indy Media
6 centers all over the world right now. And we're not
7 asking how media can serve the people. We want the
8 people to serve themselves. We want the people to
9 become the media.

10 We are trying to encourage people to get
11 involved with that by publishing their own news
12 because the localism is more than just local coverage.
13 It is about local ownership.

14 You know, the local owners are going to
15 have a lot more devotion and passion in covering local
16 news than some corporation that is just fulfilling a
17 mandatory minimum five minutes a night, you know,
18 public service requirements so they can keep their
19 monopoly on the airwaves.

20 Local owners will cover more than just the
21 crime and violence. They will get ratings. They will
22 get people involved with labor, environment issues

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1 that really affect people in the local community.

2 And by doing that, you know, people say,
3 "Oh, people don't watch the news enough." It's
4 because we've been condition not to because it doesn't
5 discuss a lot of the issues that people are passionate
6 about.

7 Local coverage would cover the battles
8 that people are involved in every day. And as people
9 see their friends and neighbors on the news talking
10 about their struggles on more public access channels
11 that should be much more supported by the federal
12 government, people would be a lot more excited about
13 the news. They would be willing to get more involved.
14 And the quality would reflect that.

15 And the news wouldn't be a chore. The
16 people have to like sift through to find what they
17 need. It would be right there for us. And that's why
18 Independent Media supports local ownership.

19 (Applause.)

20 MS. DAVIS: Thank you very much.

21 We continue.

22 MR. LIN: Good evening. My name is Tran

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1 Lin. I am representing the Vietnamese associations in
2 Monterey County.

3 After the Vietnamese War ended in 1975,
4 thousands of Vietnamese came to Monterey in order to
5 find a better life, the life of freedom, in which they
6 are able to share and to learn one culture to another.

7 It is very sad to see that hundreds of
8 Vietnamese families have moved out of Monterey County
9 to the other places because they feel they are being
10 left out here. They think no network media is
11 interested in covering their cultural language
12 customs, traditions, and religions.

13 Absolutely, the network media does not
14 help them to understand about the value from the other
15 groups. It is there to improve their lives. The
16 Vietnamese community begins worrying about the
17 miscommunication, misunderstanding, and losing their
18 identity.

19 Until recently, the staff of the public
20 broadcasting television channel 24 protested the
21 Vietnamese Buddhist ceremony and Vietnamese Student
22 Association culture. So the people in Vietnamese

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1 Monterey County called me and expressed, the activity
2 was finally broadcast on the television.

3 In order to educate the people in our
4 community and have them to learn more about American
5 values and bring them closely to American society, I
6 am asking the network media to seriously listen to the
7 people views and incorporate that * along with the
8 language so they don't feel to be left out. Doing
9 this is where Vietnamese and other communities are
10 very proud to be the part of the big county.

11 I finally would like to say no majority
12 group should be left out of our local media. Thank
13 you.

14 MS. DAVIS: Thank you.

15 (Applause.)

16 Thank you. Microphone one.

17 MR. BOZZO: Sam Bozzo, 26-year volunteer
18 for the world-famous Gilroy Garlic Festival.

19 (Applause.)

20 MR. BOZZO: As the past president of the
21 Garlic Festival, we survive and thrive on behalf of
22 150 nonprofit organizations who depend on a

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1 well-attended garlic festival.

2 The sponsorship of KSBW Channel 8 has
3 assisted in raising \$6.5 million dollars. This is a
4 station that opens itself to weekly community interest
5 programs, numerous public service announcements, and
6 on-site coverage of our local event.

7 KSBW is supportive of the Gilroy Garlic
8 Festival. We are very appreciative of that support
9 because it supports those 150 nonprofit organizations.
10 Those nonprofit organizations have institutionalized
11 their budget because of the success of this festival.
12 And without them, it would be difficult to support
13 them.

14 KSBW has reached out to the Gilroy Garlic
15 Festival. And on behalf of our board of directors, we
16 want to once again express our appreciation because it
17 has tremendously benefitted the Gilroy community.

18 KSBW serves Santa Clara County, Monterey
19 County, San Benito County, and Santa Cruz County. The
20 staff at KSBW not only work at the station but are
21 also committed to what goes on in their community.
22 And for that, we are grateful.

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1 Thank you.

2 MS. DAVIS: Thank you for your comments.

3 (Applause.)

4 Microphone two.

5 MS. DIEHL: Good evening. I am Martha
6 Diehl. And I don't represent anyone. I do, however,
7 care a good deal about my community. And instead of
8 giving you my prepared remarks, I would like to
9 respond to some of the things that were said in the
10 panel tonight and by the commissioners because I think
11 that is a valuable opportunity, almost a dialogue.

12 (Laughter.)

13 MS. DIEHL: Number one, I heard people
14 talk about cable, satellite, and internet sources as
15 if they assumed that they might be equivalent to
16 broadcast. I know the commissioners are well aware
17 that they are not. You have to pay for them.

18 I live in an area which is never going to
19 rise to the level of being a market. I live in Big
20 Sur. There are people there. There are challenging
21 geographic problems. Mr. Robbins can attest to that.

22 I do not get any television reception via

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1 broadcast. I can get one AM station in Spanish, one
2 in English, and one public radio station, which
3 generates from Santa Cruz. That's the closest one I
4 get. So just keep that in mind. There are some
5 physical concerns with broadcast access that you might
6 want to consider.

7 Number two, coverage of local matters that
8 I need would include items about which there is
9 controversy. While I very much appreciate the local
10 support of our broadcasters for charity, I am
11 interested in knowing if we have crimes, I love
12 hearing about our heroic personalities, and the PSAs
13 are important, I understand we need prenatal care, I
14 understand that concerned parents can help kids, those
15 things are not what I need the most information on.
16 I need civic discourse.

17 (Applause.)

18 MS. DIEHL: And 30 seconds in the local
19 news isn't going to do it, no matter how well-informed
20 the broadcasters are.

21 I would like to ask you as my agent,
22 supposing you were a Hollywood agent, to get me what

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1 I think is a fair shake. I want ten percent.

2 (Laughter.)

3 (Applause.)

4 MS. DIEHL: I want ten percent of my air
5 time allotted during prime time. That's 18 minutes a
6 day. We got an award for some people who are good
7 enough to do five minutes a day. I want those 18
8 minutes a day in prime time allocated for civil
9 discourse about areas about which there are
10 differences of opinion.

11 Thank you.

12 MS. DAVIS: Thank you.

13 (Applause.)

14 I will stop for a minute and see if there
15 is a commissioner who would like to comment on her
16 comments or anyone at the table. If not, we'll move
17 on.

18 (No response.)

19 MS. DAVIS: Okay. Thank you very much.
20 We'll go back to the microphone line.

21 MR. GREER: Hi. My name is Kim Greer.
22 I'm the CEO of the National Steinbeck Center, a museum

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